RJ REYNOLDS

TOBACCO COMPANY

COPY

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September 22, 1997

RJR Account #317880
Ms. E. Jones
R. L. JONES & SONS

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear Ellie:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **38** skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	**3**
Light Men 100	12300-24492	**3**
Light 100	12300-24489	**3**

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival:	**October 20, 1997**
Ship Date to Retail:	**Week of: October 27, 1997**
SKU CUBE :	**1.0195**
SKU WT (w/o Product):	**1.7300 lbs**
Retail Sales Offer per Sku:	**21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$1,392.71**

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Source: https://www.industrydocuments.ucsf.edu/docs/hrnn0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF THREE DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 3 CTNS)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN **21 B2G1F OFFERS**, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$44.10 (3.15 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca
Enclosures:
- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/hrnn0000

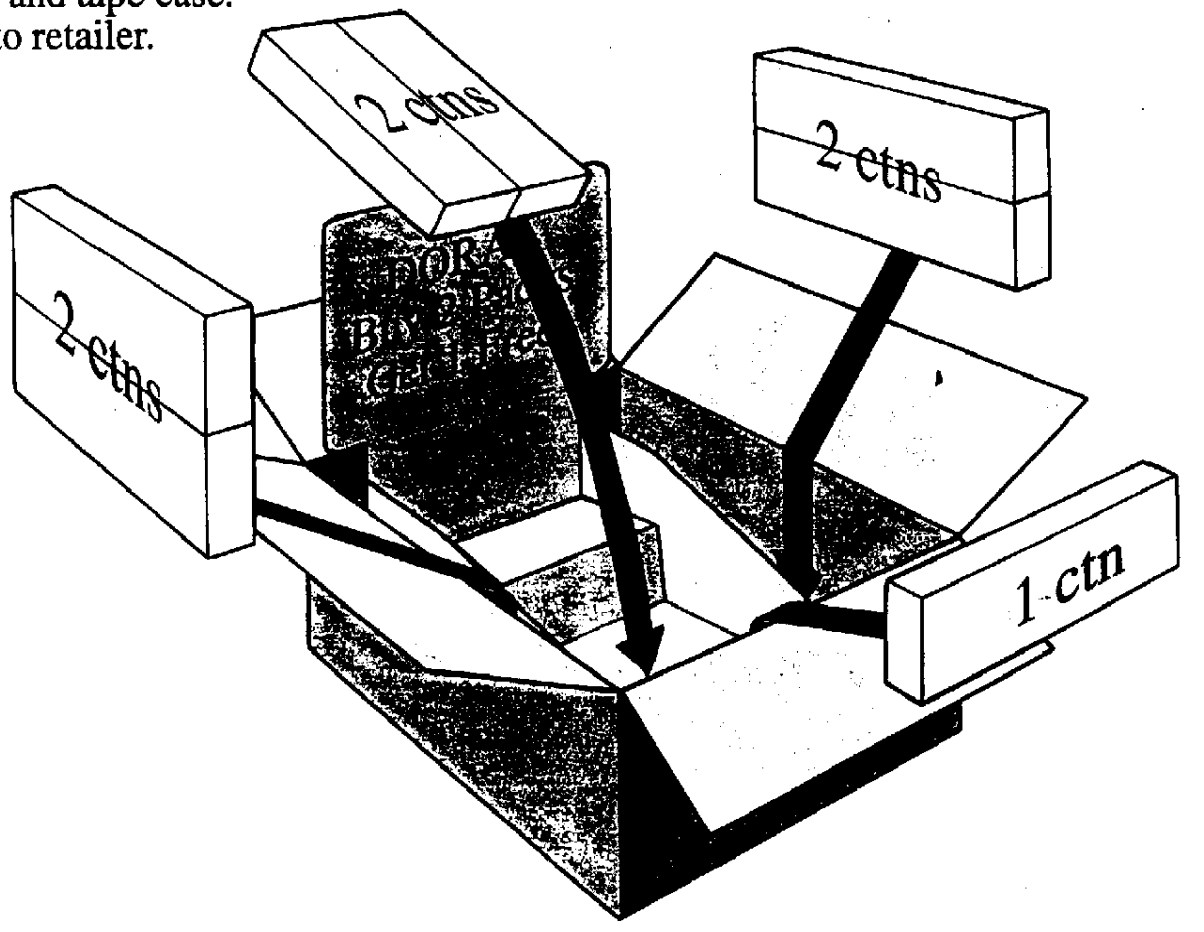
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

November-December DORAL B2G1F (Buy 2 Packs Get 1 Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #533174
Description: DORAL November-December B2G1F Display/POS Kit

Brand Style	LIGHT	LT MEN 100	LIGHT 100	~~[illegible]~~ 100		
Number of Cartons						

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WHOLESALER : 317880 R.L.JONES & SONS, INC. <DIRECT>
TEMPLATE : 701647 71100 DOR B2G1F NOV
TEMPLATE SEQ : 0019
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604		752618	LIGHTNING EXPRESS	6 MOUNT MORRIS RD	LEICESTER	NY	14481	2				(716)382-9510
162604	162225	492920	CAREY'S GROCERY INC	11-13 MAPLE AVE.	COHOCTON	NY	14826	2	NYS			(716)384-5632
162605	162228	521097	GEROWS GROCERY	2455 MEADS CREEK	PAINTED POST	NY	14870	5				(607)936-4878
162605	162225	712847	MORGANS GROCERY	100 HAMILTON ST	PENN YAN	NY	14527	2				(315)536-6621
162605	162624	237030	GORHAM GROCERY	2621 MAIN STREET	GORHAM	NY	14461	2				(716)526-5522
162605	162624	269708	FEDERAL HOLLOW STPL	9 S MAIN ST	RUSHVILLE	NY	14544	2				(315)554-3149
162605	162228	309498	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	3	NYS			(607)732-0130
162605	162228	479127	VALLEY MART	ROUTE 414 RD #2	BEAVER DAMS	NY	14812	2	NYS			(607)962-2090
162605	162228	763620	A-PLUS MINIT #60064	234 N HAMILTON ST	PAINTED POST	NY	14870	1	NYS	0362-0102		(607)962-5518
162606	162225	269800	BOB WRIGHTS SER	68 MAIN ST	SAVONA	NY	14879	2				(607)583-4402
162606		518787	RANCH GROCERY	RD 1, ROUTE 226	BRADFORD	NY	14815	2				(607)583-4199
162606	162225	651675	STOP & SHOP	JANE & LODER	HORNELL	NY	14843	5				(607)324-0305
162606	162225	700477	DISCOUNT BEVERAGE	371 1/2 W MORRIS	BATH	NY	14810	2				(607)776-2827
162606	162225	398329	EXPRESS FOODMART	MAIN ST	ALFRED	NY	14802	2	NYS			(607)587-8443
162606	162225	544681	LAKEVIEW MINI MART	RD 1, BOX 80	BATH	NY	14810	2	NYS			(607)776-4910

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 36

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 36

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